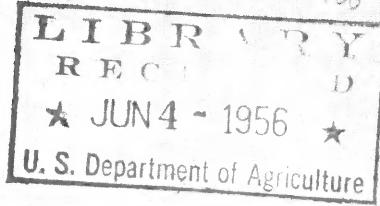


62.09



*Little Darling*

# ELMER ROSES

Wholesale Catalog

1956-1957

## **TERMS AND CONDITIONS OF SALE**

ORDERS will be filled in their rotation—BE EARLY.

**PRO-RATA.** All orders are necessarily subject to pro-rate. It is almost impossible to have a complete count in our fields, of plants not complete in growth. We reserve the right to fill our orders, pro-rata.

**NON-WARRANTY:** We exercise care to have all roses true to name. Nevertheless, it is understood that should any plant prove otherwise, we shall not be liable for any sum greater than that paid for any plants as may prove untrue.

**RISK OF LOSS OR DAMAGE IN SHIPPING:** Buyer will bear the risk of loss from any cause of merchandise shipped from and after delivery of merchandise to carriers at Tulare, Calif.

**PERSONAL PROPERTY OR OTHER TAXATION:** Buyer shall pay any taxes of any nature assessed against merchandise by any taxing authority, after delivery by seller to carriers at Tulare, Calif.

**COLLECTION EXPENSE:** Buyer shall pay the seller any expense incurred in collecting any unpaid balance of the purchase price, including court costs and a reasonable attorney's fee.

**TERMS:** 3% 15 days; 60 days net to established Nurserymen, Seedsmen and Dealers.

**PACKING:** Bales and boxes will be charged at near actual cost price.

**CLAIMS:** Must be made within 5 days after receipt of shipment.

No guarantee, promise or representation not set forth in this contract shall be binding upon seller.

# **ELMER ROSES**

6708 North San Gabriel Blvd.

San Gabriel, California

ATlantic 7-9222

GROWING FIELDS LOCATED IN SMOG FREE TULARE COUNTY.

## **"OUR AIM QUALITY"**

MEMBER OF

California Association of Nurserymen

American Association of Nurserymen

American Rose Society

Pacific Rose Society

### **PREPAID FREIGHT AND PREPAID STORAGE**

CALIFORNIA DELIVERY: Orders confirmed prior to digging season are routed and shipped without cost to any point in California.

Carload and pool cars—Bush orders for shipment in January, February and early March of 1957 are stored at Tulare, Calif., with storage paid and shipped prepaid with stops at Omaha, Chicago, Wichita, St. Louis, Kansas City, Baltimore and Columbus. Other stops by advance arrangement.



California—Late orders. Collect shipments are made by Commercial carrier as designated.

Other than California and Carload and Pool cars—Bush orders—a special shipping allowance will be made.

TREE SHIPPING OUT OF STATE—F. O. B. Tulare, Calif.

LABELS. A label will be furnished for each plant purchased.

## INDEX



Price List.....	3
<b>BUSH ROSES</b>	
Red Shades.....	5-6
Pink Shades.....	7-8
Clear Yellow and Orange.....	9-10
White Shades.....	10
Two-Tone Contrasting.....	11-12
<b>GRANDIFLORAS .....</b>	<b>13-14</b>
<b>POLYANTHAS AND FLORIBUNDAS</b>	
Red Shades.....	15
Pink Shades.....	16-17-18
Yellow Shades.....	18-19
White Shades.....	19
Two-Tone Contrasting.....	19-20
Salmon and Orange.....	20
<b>BOUTONNIERES .....</b>	<b>20</b>
<b>CLIMBING ROSES</b>	
Red Shades.....	21
Pink Shades.....	22
Yellow Shades.....	22-23
White Shades.....	23
Two-Tone Contrasting.....	23
<b>TREE ROSES</b>	
38" Standards.....	24
24" Standards.....	24
10" Miniature Standards.....	25
<b>MAP TO TULARE GROWING FIELDS.....</b>	<b>27</b>

## WHOLESALE PRICE LIST

### **NON-PATENTED BUSH, GRANDIFLORA, POLYANTHA, FLORIBUNDA, BOUTONNIERE and CLIMBER ROSES**

\*\*INDICATION OF NON-PATENTED VARIETY  
UNDER INDIVIDUAL DESCRIPTIONS.

Please order in Multiples of (10). Quantity rate on non-patents determined by total order.

	Grade #1	Grade #1½	Grade #2
Less than 300	.55	.40	.30
300 to 1000	.52	.38	.28
1000 to 2000	.50	.37	.27
2000 to 5000	.49	.36	.26
5000 and Up	.48	.35	.25

### **PATENTED BUSH, GRANDIFLORA, FLORIBUNDA & CLIMBING VARIETIES**

(Patented variety indicated either by Patent No. or P.A.F.)

RETAIL	WHOLESALE PRICES			
	Grade #1 10-19	Grade #1 20-99	Grade #1 100-249	Grade #1 250 Up
3.00	1.80	1.50	1.40	1.30
2.75	1.50	1.37½	1.30	1.20
2.50	1.40	1.25	1.20	1.10
2.25	1.25	1.12½	1.05	.95
2.00	1.10	1.00	.95	.85
1.75	1.00	.87½	.80	.75
1.50	.90	.75	.70	.65

GRADE No. 1½—Retail same as above. Wholesale 20% less.

### **TREE ROSES 38" AND 24" STANDARDS**

Please order in Multiples of (5). Quantity rate determined by total order.

	Grade # 20-99	Grade #1 100-249	Grade #1 250 Up
Patented Tree Roses	\$2.50	\$2.30	\$2.15
Non-Patented Tree Roses	1.85	1.75	1.70
	Grade #1½	Grade #1½	Grade #1½
Patented Tree Roses	\$2.00	\$1.85	\$1.70
Non-Patented Tree Roses	1.50	1.40	1.35

### **MINIATURE TREE ROSES 10"**

	Grade #1	Grade #1½
Patented Varieties	\$1.50 Ea.	\$1.20 Ea.
Non-Patented Varieties	1.35 Ea.	1.10 Ea.

### **BARE ROOT WHOLESALE**

Shipments made starting late December, 1956 and extending to the middle of March, 1957.

NURSERYMEN: For your convenience we have arranged the opposite side of this price list, so that you may cut this page out and use the catalogue for your retail needs.

**HELPFUL TO ALL NURSERYMEN!** Join a local Rose Society, in addition to your American Rose Society. Attend their monthly meetings. You will obtain valuable information on a subject very important to all of us — ROSES. You can be helpful to this society by sharing your experiences. To our California trade, in your various areas, I would like to suggest a few that the writer is either a member of, or familiar with.

Pasadena Area ..... Pacific Rose Society

Fresno Area ..... Fresno Rose Society

San Francisco Area ..... San Francisco Rose Society



**"Important"** — If you are not a member of the American Rose Society, Be One At Once! Your membership in this great organization, the largest single-flower society in America, will give you the monthly magazine and 250 page illustrated annual, which cannot be valued in the modest dues of \$4.50 per year. The annual alone is worth this. For a Birthday or Christmas there could be no nicer gift to send to a friend than a membership in this great Rose organization.

Send today for yours — either to Elmer Roses or direct to American Rose Society, 4048 Roselea Place, Columbus 14, Ohio.

\* \* \* \* \*

*This world that we're alivin' in  
Is mighty hard to beat  
You get a thorn with every rose,  
But ain't the roses sweet?*

## BUSH ROSES

### Red Shades

<b>Abbreviations used:</b> (Double—dble.) (Large—Ige.) (Feet—ft.) (Inches—in.)	<b>Height</b>	<b>Flower Size</b>	<b>Retail Price</b>
<b>CHARLES MALLERIN.</b> Pat. 933	3 ft.	30-40 petals	\$2.50
A gorgeous Rose with blooms of midnight crimson velvet. Broad and heavy; very fragrant.			
<b>CHARLOTTE ARMSTRONG.</b> Pat. 455	3-4 ft.	Lge.	\$2.25
An All-American winner and one of the most popular red roses of all time.			
<b>CHRISTOPHER STONE</b>	3 ft.	Semi-dble.	**
"Nearly the perfect rose," says an eminent authority; striking scarlet.			
<b>CHRYSLER IMPERIAL.</b> Pat. 1167	Compact	40-50 petals	\$2.50
1953 A.A.R.S. Abundance of very large high centered flowers on sturdy, medium long stems. Excellent cut flowers. Rich tones of crimson-red, with darker overtones. Long tapering buds; bush is compact, with an abundance of dark green foliage.			
<b>CRIMSON GLORY</b>	2½-3 ft.	Lge. semi-dble.	**
Repeatedly voted the finest brilliant red rose in America.			
<b>ETOILE DE HOLLANDE</b>	3-4 ft.	Dble. 45 petals	**
Best liked red rose in California; dependable and fool proof.			
<b>FANDANGO.</b> Pat. 894	3 ft.	16-25 petals	\$2.25
Rich deep scarlet; changes as it opens to a bright red. Large petals have a ruffled crisp appearance.			
<b>GRANDE DUCHESSE CHARLOTTE.</b> Pat. 774	4 ft.	Very Ige. full	\$2.00
Rich claret; All-American in 1942; distinguished and regal.			
<b>HADLEY.</b>	3 ft.	20-30 petals	**
One of the old but much loved reds, or rich crimson roses, with real fragrance. Has enjoyed popularity for forty years.			

\* \* \* \* \*

*Cooperation is not a sentiment—it is an economic necessity.*

—Charles Steinmetz

## BUSH ROSES

	Height	Flower Size	Retail Price
<b>HEART'S DESIRE.</b> Pat. 501	3-4 ft.	Lge. dble. 30 petals	\$1.75
All-American winner in 1941. Big red rose on a husky, ever blooming plant.			
<b>MIRANDY.</b> Pat. 632	2½ ft.	Lge. dble. 40-50 petals	\$2.25
A.A.R.S. Big double dark red, best in the warmer interior districts; spicy fragrance.			
<b>NIGHT</b>	3 ft.	20-30 petals	**
Known to most all rose lovers for its long pointed buds, high centered; very fragrant; blackish crimson, shaded with maroon. Full and bushy type of bush.			
<b>NOCTURNE.</b> Pat. 713	3-4 ft.	Lge. semi- dble.	\$2.25
A.A.R.S. Brilliant cardinal-red rose. Fra- grant; long stems, splendid for cutting. Very hardy.			
<b>PRESIDENT EISENHOWER.</b> Pat. 1217	2½-3 ft.	35-40 petals	\$2.25
This is a modern "American Beauty" of a Rose of medium red; 4-5 inch blooms with rich, unfading rose-red brilliant petals; dark green, disease resistant foliage. Old-rose fragrance. President Eisenhower is a won- derfully fitting choice of name for this Rose that so happily combines brilliance, charm and dependability.			
<b>RED RADIANCE</b>	2-3 ft.	20-24 petals	**
Light Crimson sport of Radiance.			
<b>RED TALISMAN</b>	2-3 ft.	Lge. dble.	**
Cerise-red; abundant bloom on good stems.			
<b>TEXAS CENTENNIAL</b>	3-4 ft.	Lge. semi-dble.	**
Sport of Pres. Hoover; brick red with lighter center; extremely long stems; continuous bloom.			

\* \* \* \* \*

*All those who love nature, she loves in return, and will richly reward,  
not perhaps with the good things, as they are commonly called, but  
with the best things, of this world—not with money and title, horses  
and carriages, but with the bright and happy thoughts, contentment  
and peace of mind.—John Lubbock*

## BUSH ROSES

### Pink Shades

	Height	Flower Size	Retail Price
<b>CAPISTRANO.</b> Pat. 922	3 ft.	40-50 petals	\$2.00
A.A.R.S. Deep, rich shade of rose pink in bud and fully open flower; strong growing rose; lasting fragrance; producing many blooms on long stems.			
<b>COUNTESS VANDAL</b>	2-2½ ft.	Lge. dble.	**
Brilliant pink and salmon, suffused yellow, at base; distinctive form.			
<b>DAINTY BESS</b>	3 ft.	Single	**
Dusky pink with crimson stamens. One of the finest single roses.			
<b>FIRST LOVE.</b> Pat. 921	2-3 ft.	20-30 petals	\$2.25
Dainty light rose-pink in color; shading to dawn pink; long, slender urn-shaped buds are borne singly on a long stem. Light fragrance.			
<b>HELEN TRAUBEL.</b> Pat. 1028	3 ft.	Lge. 27 petals	\$2.50
A.A.R.S. Light sparkling pink, color varies with the weather; more often a luminous apricot; unusually large and long buds. Very large vigorous bush.			
<b>HENRY FORD.</b> Pat. 1218	3-4 ft.	25-30 petals	\$2.25
A cross between The Doctor and Pink Dawn bringing to rose lovers a pink Rose that has the best qualities of its parents; intense fragrance; bushes are strong growers.			
<b>J. OTTO THILOW.</b>	2-3 ft.	Lge. dble.	**
One of the finest pink roses; large full blooms high centered glowing rose-pink flowers. Very vigorous with an abundance of thick leathery foliage.			
<b>LADY LUCK P.A.F.</b>	3 ft.		\$2.25
(Miller; introduced by Elmer Roses). Everyone loves a fragrant rose, a fragrance which thrills one, telling us Springtime is here. Not only do we boast of a rare perfume, in this lovely new pink introduction, but the flower which carries it has so much to offer; long stately buds of soft pink coloring, showing deeper shades at the edge of the petals when fully opened. They are a delight when cut and exhibited to our friends—for they have those excellent keep-			

## BUSH ROSES

### Pink Shades

	Height	Flower Size	Retail Price
ing qualities. Blooms are large with thirty-five to forty petals, being born singly on very strong stems. Bush is hardy with clean disease resistant foliage. "Lady Luck" is in our opinion an exciting accent to our garden of roses, bearing worlds of bloom through the year. Our stock is limited this year—so order EARLY and be out in front with LADY LUCK.			
<b>LA JOLLA</b> , Pat. 1103	3-4 ft.	5"	\$2.75
Pink and gold, long pointed buds, wavy, petaled blooms. This rose is truly charming, with its delicate pastel coloring; soft pink veined and flushed with deeper pink, to a cream and gold heart of the flower. A husky plant with early bloom.			
<b>MISSION BELLS</b> . Pat. 923	3 ft.	Medium	\$2.00
A.A.R.S. Glowing salmon, opening to clear shrimp pink color; vigorous; buds pointed; delicate tea fragrance.			
<b>PICTURE</b>	2 ft.	Very dble.	**
Famous for its fine form; clear rose pink.			
<b>PINK RADIANCE</b>	3-5 ft.	24-30 petals	**
48 years ago this one was born; the lovely pink radiance; so very vigorous; dependable.			
<b>SANTA ANITA</b> . Pat. 539	3½ ft.	Lge. dble.	\$1.50
Soft velvety pink; highly regarded.			
<b>SHOW GIRL</b> . Pat. 646	3-4 ft.	Lge. semi- dble.	\$2.25
Deep pink exhibition rose; one of the best. Flourishes in all climates. Lovely buds on long stems.			
<b>SUSAN LOUISE</b>	4-5 ft.	Semi- dble.	**
"One of the most valuable roses in existence." Justifies the term "ever blooming." Soft pink.			
<b>TIFFANY</b> Pat. 1304	3-4 ft.	Dble.	\$2.50
A.A.R.S. 1955 Award. Tiffany is a beautiful phlox pink Hybrid Tea rose. The long pointed buds are deep pink with golden yellow shading at base of petals. The flower has exceptional lasting qualities; long strong stems. Outstanding fragrance. The plant has an upright habit with very vigorous growth and dark green foliage.			

## BUSH ROSES

### Pink Shades

	Height	Flower Size	Retail Price
<b>THE DOCTOR</b>	2-3 ft.	30-35 petals	**

One of the truly lovely pink roses; satiny pink. Very large blossoms when fully opened, and possibly the most fragrant of the pink roses.

## BUSH ROSES

### Clear Yellow and Orange

<b>CROWN OR GOLD</b>	4-5 ft.	Lge. dble.	**
An offspring of good old Joanna Hill; long pointed buds open to large, double, deep gold blooms, on strong stems. Very vigorous.			
<b>ECLIPSE</b>	4 ft.	Very lge. dble.	**
Famous for its exceptionally long, curling buds of unchanging deep gold, on good cutting stems.			
<b>FRED EDMUNDS.</b> Pat. 731	2½ ft.	Semi-dble. 20 petals	\$2.00
A.A.R.S. Beautiful deep orange; rated by the American Rose Society among the country's best roses.			
<b>GOLDEN SCEPTER.</b> Pat. 910	3 ft.	Lge. dble. 5½ in.	\$2.00
Rare, unfading, golden-yellow; long, slender buds, large, high-centered. Won the highest Rose Award in Holland.			
<b>LOWELL THOMAS.</b> Pat. 595	3-3½ ft.	Lge. dble. 35-40 petals	\$2.25
A.A.R.S. Large, well shaped buds of clear canary yellow, free bloom.			
<b>McGREDY'S YELLOW</b>	3 ft.	Lge.	**
Large bright buttercup yellow with all the sturdy plant habits of the famous McGredy roses.			
<b>MRS. E. P. THOM</b>	2½ ft.	Lge. dble.	**
Deep, very yellow; dependable and popular.			
<b>MRS. PIERRE S. duPONT</b>	3-4 ft.	24 petals	**
The pointed buds of medium size with that very warm color or reddish yellow tint; fragrance that speaks of spring; well supported by lovely green glossy foliage, tho it is not a full rose but the semi-dble type giving worlds of blossom. It is a good one.			

## BUSH ROSES

### Clear Yellow and Orange

		Height	Flower Size	Retail Price
<b>PEACE.</b> Pat. 591		3-4 ft.	Very lge. very dble.	\$2.50
A.A.R.S. "The Master Rose." Universally acclaimed. Heavy buds of rich yellow, open to enormous flowers; each petal edged with cerise; unfading; improves with age.				
<b>SOEUR THERESE</b>		3-4 ft.	25 petals	**
Golden yellow flowers which form on top of a strong cane, splendid for cutting. Long pointed buds richly marked with madder carmine; blooms open to a clear yellow. Good bush and foliage.				
<b>SUN VALLEY.</b> Pat. 1135		3-4 ft.	24-30 petals	\$2.50
This golden yellow rose, will truly illuminate the rose garden. It is brilliant golden yellow, best described as Guinea Gold. A tall plant, producing long cutting stems; shiny green foliage and delicate fragrance.				
<b>SUTTER'S GOLD.</b> Pat. 885		2½-4 ft.	Lge. dble.	\$2.25
A.A.R.S. Long yellow buds; shaded with coppery orange and vermillion; intense fragrance; bushy; long stems for cutting.				

## BUSH ROSES

### White Shades

<b>FRAU KARL DRUSCHKI</b>		5 ft.	Lge. dble.	**
One of the older white, but ever popular, with buds that open into large flowers which are snowy white.				
<b>KAISERIN AUGUSTE VIKTORIA</b>		2-3 ft.	Dble.	**
A close rival of Druschki for top honors; persistent bloomer.				
<b>McGREDY'S IVORY</b>		3 ft.	Very lge. dble.	**
Long pointed bud of exquisite form. A show winner.				
<b>SLEIGH BELLS.</b> Pat. 1004		4-5 ft.	25 petals	\$2.00
A good white Rose with large ovoid buds borne singly on lovely long stems, making this a fine cutting rose. The open flowers show a dainty primrose tint at the base of the petals; add to this a lovely fragrance and you will appreciate this white Rose.				
<b>SNOWBIRD</b>		2½-3 ft.	Dble.	**
Produces a large crop of well formed snow white blooms which have a feathery look when fully open. Very popular.				

## BUSH ROSES

### Two-Tone Contrasting

		Height	Flower Size	Retail Price
<b>CONDESA DE SASTAGO</b>		3 ft.	Lge.	**
One of the good bi-color roses; fragrant flowers of raspberry-red in profusion, on a strong plant. This rose will brighten the garden.				
<b>DUQUESA de PENARANDA</b>		4-5 ft.	35 petals	**
Among the older roses, this is one of the loveliest. Long pointed buds of apricot-orange coloring, with delightful perfume, which we love in our roses. It gives a long blooming period. Is a medium size grower, but strong bush with splendid shiny foliage.				
<b>FORTY-NINER.</b> Pat. 792		3-4 ft.	Lge. dble.	\$2.25
A.A.R.S. A rare bi-color with inside petals of vivid Orient red; outside chrome yellow; rare is the word. Beautifully formed buds; strong and almost thornless plants.				
<b>GIRONA</b>		3-4 ft.	Lge. dble.	**
This very fragrant, soft red and yellow combination, with good foliage, is a rose with great vigor, giving many blossoms, good for cutting. Some prefer this to Talisman.				
<b>KATHERINE T. MARSHALL.</b> Pat. 607		3½ ft.	Dble. 22 petals	\$1.75
A.A.R.S. Deep, rose-pink, flush yellow; fine cutting stems.				
<b>LOVE SONG.</b> Pat. 1360		3-4 ft.	Very lge. Dble.	\$2.50
Out of Peace comes a lovely rose, with coloring that could well inspire a "Love Song"; rich salmon-pink, with brilliant yellow on the lower third of the petals and lighter yellow reverse. Very large blooms 4½ to 5 inches or more and very dble with 35 to 55 petals. Foliage is heavy, deep green; blooms freely and continuously; slightly fragrant, with another virtue of not fading as the bloom opens, but becoming more colorful.				
<b>MARK SULLIVAN.</b> Pat. 599		3½-4 ft.	Lge. dble.	\$1.75
Yellow and Tyrian rose in varying combinations; every bud and flower different; strong, profuse bloomer.				

\* \* \* \* \*

*Your sole contribution to the sum of things is yourself.—Frank Crane  
 Success or failure in business is caused more by mental attitude even than by mental capacities.—Walter Dill Scott.*

## BUSH ROSES

### Two-Tone Contrasting

	Height	Flower Size	Retail Price
<b>MISS ROWENA THOM.</b>	4-5 ft.	40-50 petals	**
Again we look back to 1927 when this very good Rose was introduced; a large six inch very fragrant fiery rose and rosy mauve, with washed gold center. These older varieties are still in great demand, for thru the years they have given much beauty to our gardens.			
<b>MME. HENRI GUILLOT.</b> Pat. 337	2-3 ft.	Lge. dble. 30-40 petals	\$2.00
One of the lovely roses, with bright hues of raspberry-pink, lit with flame, changing to a brilliant water-melon-pink. Shiny foliage.			
<b>MOJAVE.</b> Pat. 1176	3-4 ft.	Lge.	\$2.75
A.A.R.S. Mojave has many of the fine points of its parent Charlotte Armstrong. The color is a blend of salmon, apricot and orange and occasionally in cool weather the salmon changes to red, blended with the other two colors. Plants are vigorous, with glossy foliage. A fine rose in the orange color range.			
<b>PRESIDENT HOOVER.</b>	3-4 ft.	Lge. semi-dble.	**
Tall, growing, profuse, semi-double blooms in blended shades of copper and pink; long a popular favorite.			
<b>SATURNIA.</b> Pat. 349	3 ft.	Lge. dble.	\$1.75
A flaming, cardinal-red with reverse yellow and copper on a well shaped, medium growing plant. Free bloomer, with fine form blooms; good foliage.			
<b>TAFFETA.</b> Pat. 716	4-5 ft.	26-35 petals	\$2.25
A.A.R.S. Rose-pink-salmon and apricot tones predominating; delightfully fragrant; large glossy foliage.			
<b>TALISMAN</b>	2½-3 ft. Dble.		**
Golden yellow and ruddy copper; long famous and popular everywhere.			

\* \* \* \* \*

Banish the future; live only for the hour and its allotted work. Think not of the amount to be accomplished, the difficulties to be overcome, but set earnestly at the little task at your elbow, letting that be sufficient for the day; for surely our plain duty is "not to see what lies dimly at a distance, but to do what lies clearly at hand."—Oslerf.

## GRANDIFLORA ROSES

**"The New GRANDIFLORA CLASS consists of varieties relatively tall in growth, free flowering, often with many flowers in clusters but with individual stems long enough for cutting. The flower size, tho not necessarily as large as hybrid teas, is larger than the average Floribunda, with Hybrid Tea Standard for bud and flower form."** Carrousel was the first new variety to fit into this new class.

		Height	Size Flower	Price Retail
<b>BUCCANEER.</b> Pat. 1119		4-5 ft.	26-35 petals	\$2.50
This brilliant unfading yellow rose, produced on tall growing plant, makes a lovely background for the rose garden. Long pointed buds, with stems that one can cut freely.				
<b>CARROUSEL.</b> Pat. 1066		4-5 ft.	26-35 petals	\$2.00
The Gold Certificate so recently awarded by the American Rose Society to this rose is one of the rose world's top honors. This preeminent award is made "in recognition of superior performance in American gardens," and is given only after several years of growing on a wide scale by rosarians in all sections of the country. It has been several years since a rose has received this honor. Carrousel with its dark red velvety petalled flowers, produced on long stems, on a tall growing very hardy plant, which resists both cold, hot and mildew. Continuous bloom.				
<b>DEAN COLLINS.</b> Pat. 1279		3-4 ft.	Dble.	\$2.00
This lovely rose of the Grandiflora class, lays claim to being the "lazy gardeners rose"—growing in most locations with a minimum of care. The tall growing type, with an abundance of brilliant Spirea-red buds—opening to a full double, rose-opal and carmine bloom.				

\* \* \* \* \*

*My garden, with its silence and the pulses of fragrance that come and go on the airy undulations, affects me like sweet music. Care stops at the gates, and gazes at me wistfully through the bars. Among my flowers and trees, Nature takes me into her own hands, and I breathe freely as the first man.*

—Alexander Smith.

**GRANDIFLORA ROSES**

	Height	Flower Size	Retail Price
<b>QUEEN ELIZABETH.</b> Pat. 1259	3-5 ft.	24 Petals	\$2.50

A.A.R.S. for 1955. This Rose made its debut in the new "grandiflora" class. A lovely new color, breathtaking blending of soft sarmine rose and dawn pink; delightfully fragrant flowers supported by long stems. Exceptional disease resistant foliage. A gracious queen of modern roses.

**THOUGHTS WE USE**

*It is only by labor that that can be made healthy, and only by that that labor can be made happy, and the two can not be separated with impunity.*—Ruskin

\* \* \* \* \*

*Those who bring sunshine into the lives of others, can not keep it from themselves.*

\* \* \* \* \*

*Cheerfulness is an excellent wearing quality. It has been called "the bright weather of the heart."*—Samuel Smiles

\* \* \* \* \*

*It is by believing in, loving and following illimitable ideals that man grows great. Their very impossibility is their highest virtue. They live before us as the image of that into which we are to grow forever.*

—S. Brooke

\* \* \* \* \*

*Die when I may, I want it said of me by those who knew me best that I always plucked a thistle and planted a flower where I thought a flower would grow.*—Abraham Lincoln

**POLYANTHAS and FLORIBUNDAS****Red Shades**

	Height	Flower Size	Retail Price
<b>COCORICO</b> Pat. 1193	3 ft.	Semi-Dble.	\$2.00
A blaze of poppy red blooms, to illuminate your gardens. In our garden you can see clusters of small, velvety petalled flowers with 5 to 9 petals to each flower. A bush plant and upright. We love this brilliant rose.			
<b>CRIMSON ROSETTE.</b> Pat. 901	3 ft.	Lge. clusters	\$1.50
Tall growing, polyantha type producing large clusters of crimson camellia-like blooms. Especially long lasting as cut flowers.			
<b>EUTIN</b>	2 ft.	Small very full	**
This small glowing red cluster of a hundred buds on a long stem is a must be for every garden; it is rarely we find such a little fellow that will give so much bloom, continuously with the qualities of good foliage bush and bloom; it is a delight and we love talking this variety; it averages about 2 ft. in height in this area.			
<b>FLORADORA</b>	3-4 ft.	50-55 petals	**
Unusual scarlet-red clusters; tall, well branched and very profuse Floribunda.			
<b>FRENSHAM</b>	3 ft.	Semi-	**
Recently won the American Rose Society Gold Medal which rates this rose very high. It is deep crimson, constant bloomer, producing beautiful buds. A bushy, broad plant. Excellent as background.			
<b>GARNETTE</b>	18 in.	Small cluster	**
A much desired small red cluster rose. low growing. So lovely for bordering that rose bed. The keeping qualities as a cut flower astonishes us. This rose has been used as a Florist rose. We are happy to find it will grow in our gardens.			
<b>RED PINOCCHIO.</b> Pat. 812	3 ft.	Lge. cluster	\$1.75
A velvety deep red considered by some even better than Pinocchio.			

\* \* \* \* \*

*Happiness grows at our own firesides, and is not to be picked in strangers' gardens.—Douglas Gerrold*

## POLYANTHAS and FLORIBUNDAS

### Red Shades

		Height	Flower Size	Retail Price
<b>VALENTINE.</b> Pat. 1029	Cluster-flowered Floribunda; low, bushy and compact. Crimson flowers which hold their color well and the color slightly variable according to climate. Just the right size for a 2-foot border or hedge.	18-24 in.	Semi-double. clusters	\$1.75

<b>WORLD'S FAIR</b> Pat. 362	A.A.R.S. winner and official rose of the New York World's Fair; blackest scarlet; continuous bloomer.	2½-3 ft.	Lge. semi-dble.	\$1.50
------------------------------	---	----------	--------------------	--------

### Pink Shades

<b>CAMEO</b>	One of our lovely Poly's; slightly fragrant, salmon-pink; changing to soft orange-pink; a lovely cluster rose, for the border of beds or walks.	2 ft.	Sm. semi-dble.	**
--------------	---	-------	----------------	----

<b>CAROL AMLING.</b> Pat. 1126	This petite pink rose is a sport of the popular Garnette, it is a deep rose-pink at the center—shading to a lighter pink, at the edge of the more than 60 petals. Blooms are born both singly and in clusters on a hardy bush. This rose is happier to grow in a partly shady spot, and like Garnette loves an abundance of water. When pruning, cut these roses back to six or eight inches and you will be well rewarded with growth and bloom.	4-5 ft.	2-2½ in	\$1.75
--------------------------------	---	---------	---------	--------

<b>CHINA DOLL.</b> Pat. 678	One of our most wanted roses for low-growing spots in your garden; those clusters of rose-pink blooms creates a happy greeting to a visitor to your garden.	15 in.	Very small	\$2.00
-----------------------------	---	--------	------------	--------

<b>FASHION.</b> Pat. 789	A.A.R.S. Glowing peach. Its habit of growth is bushy; medium sized foliage; having the finest qualities of a good Floribunda.	2-3 ft.	3 in.	\$2.00
--------------------------	---	---------	-------	--------

<b>KATHY FISCUS.</b> Pat. 967	Clusters of delightful lovely dawn pink flowers on a vigorous bush and glossy leafed Floribunda. The medium sized individual flowers are very double, exquisitely imbricated and borne continuously in great	2 ft.	50 petals	\$1.50
-------------------------------	--	-------	-----------	--------

## POLYANTHAS and FLORIBUNDAS

### Pink Shades

		Height	Flower Size	Retail Price
<p>abundance in well formed clusters which absolutely cover the bushes. A wonderful soft pink Floribunda ideally adapted for border plantings in combination with beds of yellow, Sunset Gold and pink hybrid tea roses. (Duehrsen) Introduced by Elmer Roses.</p>				
<b>LILIBET.</b> Pat. 1209.....		2-3 ft.	Small dble.	\$2.00
A.A.R.S. 1954. Exquisite in its delicate, almost fragile appearance of light rose coloring. These clusters of small roses, well formed, covering a beautifully clothed bush of dense foliage, makes it most desirable for either single plantings or for hedge.				
<b>MA PERKINS.</b> Pat. 1143.....		2½-3 ft.	Clusters & singly	\$2.00
A.A.R.S. This very free blooming Floribunda rose, with its sweetly pungent fragrance, ophelia shaped buds, show a translucent light Fashion color with shades of red in outer petals. A suffusion of yellow is present in all the early stages of bloom. With aging comes a soft coral shell pink. Plant is strong, yet compact; rich green foliage.				
<b>PINK ROSETTE.</b> Pat. 902.....	3 ft.	Small cluster	\$1.50	
Shell pink, otherwise identical with Crimson Rosette previously described. Blooms slightly larger.				
<b>PINOCCHIO.</b> Pat. 484.....	3 ft.	1½ in. clusters	\$1.75	
Easy to grow, always in bloom with hundreds of flowers on every bush. Great clusters of exquisite pointed buds open gradually to long lasting salmon-pink flowers.				
<b>ROSENELFE</b> .....	3 ft.	Very lge. dble.	**	
Rose-pink; very attractive blooms of hybrid tea form on excellent plant; medium height.				
<b>THE FAIRY</b> .....	Dwarf	Small dble. cluster	**	
Very vigorous, spreading, low growing poly, producing masses of delicate cluster blooms throughout the season; disease resistant and foolproof.				

\* \* \* \* \*

*Doubt whom you will, but never yourself.—Bovee*

## POLYANTHAS and FLORIBUNDAS

### Pink Shades

	Height	Flower Size	Retail Price
<b>VOGUE.</b> PAT. 926	2½-3 ft.	3-4 in. clusters	\$2.00

A.A.R.S. Unique, brilliantly glowing color of rose, flushed with salmon; flowers high centered and Hybrid Tea shaped; spicy fragrance; foliage dark green; excellent for cutting; does well in all areas.

## POLYANTHAS and FLORIBUNDAS

### Yellow Shades

<b>CIRCUS</b> P.A.F.	2½ ft.	2 in.	\$2.50
A.A.R.S. Circus is truly gay, with its many colors of orange, bright yellow, turning to buff, with a picotee of apple blossom-pink. The plant is medium low, growing; good foliage. Excellent as a border plant.			
<b>GEORGE ELGER</b>	Dwarf	Small	**
(Yellow Baby Rambler) Small polyantha, 12-15 in. bud long golden yellow buds; opening from copper to clear yellow. Flowers very double, large clusters, tea fragrance; profuse bloom. Foliage small, light green. A delight for borders.			

<b>GOLDILOCKS.</b> Pat. 672	2½ ft.	3½ in.	\$1.75
A beautiful golden yellow Floribunda. Clusters of yellow ovoid buds are borne on a compact bush. Gives almost continuous bloom.	45	petals	

<b>LITTLE DARLING</b> P.A.F.	3-4 ft.	Small	\$2.00
(Duehrsen) (Introduced by Elmer Roses '56)			

**NEW!** The warm sunset coloring of a summer sky, with its varied hues of brilliance, from the lurid red orange on the outer circle, changing to shades of rose pink tones, finally melting into warm buttercup yellow at the heart. This is the thrill one feels when they look into the face of "Little Darling", a small two and one-half inch bloom of near perfection, both as to form and glorious blended colors. These blooms are borne both singly and on clusters of long stems, on a tall, bushy plant, which is beautifully clothed with excellent disease free, shiny green foliage. The flowers when cut will keep beautifully for from four to five days; we find this rose has great vigor, giving abundance of flowers through the year. Dainty perfume adds luster to the rose, though we feel these blossoms need nothing added to the glorified coloring which it possesses at all times. The buds were created for corsages. SUPPLY IS VERY LIMITED THIS FIRST YEAR.

## POLYANTHAS and FLORIBUNDAS

### Yellow Shades

	Height	Size Flower	Price Retail
<b>YELLOW PINOCCHIO.</b> Pat. 992	3 ft.	Clusters & singly	\$1.50

Another thrilling Pinocchio; great masses of bloom in apricot-yellow color. Foliage dark green.

## POLYANTHAS and FLORIBUNDAS

### White

<b>CHARLIE McCARTHY</b>	18 in.	1½ to 2 In.	**
This small white rose, is the answer to our need for a low growing, very compact, everblooming, border plant; the blossoms which are pure white, miniature in size, about 1½ to 2 inches in diameter. The luxurious foliage, so shiny, it appears to have been polished for its coming out party. Continuous bloom from spring until fall.			
<b>SUMMER SNOW.</b> Pat. 416	15-20 in.	Small bud	\$1.50

One of the most prolific of the white Floribundas producing large clusters of slightly fragrant roses. Delightful for use as hedges and border plantings, as it is low growing. Light green foliage.

## POLYANTHAS and FLORIBUNDAS

### Two-Tone Contrasting

<b>EASTER PARADE.</b> Pat. 1200	2-3 ft.	2 in.	\$2.00
This lovely rose carries many colors. As it opens the upperside of the petals become edged with salmon-pink and cerise, remaining yellow on the underside. Really a Easter Parade. Vigorous, dark green foliage, supported with a good plant.			
<b>MARGO KOSTER</b>	1 ft.	Lge. cluster	**

An exceptionally pretty coral-orange in clusters with that waxy look. Lovely for borders.

\* \* \* \* \*

*Flowers have an expression of countenance as much as men or animals. Some seem to smile; some have a sad expression; some are pensive and difficult; others again are plain, honest and upright, like the broad faced sunflower and the hollyhock.—Henry Ward Beecher*

## POLYANTHAS and FLORIBUNDAS

### Salmon and Orange Shades

	Height	Flower Size	Retail Price
<b>JIMINY CRICKET.</b> Pat. 1346	3-4 ft.	20 petals	\$2.00
A.A.R.S. This rose is proving very popular, with its urn-shaped tangerine-red buds, which open to a blend of orange and vermillion tones, aging to a good coral-pink. Blossoms freely on a good bush, which planted in a solid bed or as a hedge, would prove most exciting. A slight rosy fragrance.			

## BOUTONNIERES

### Rhapsody

This charming rose, with its streamlined two-inch urn-shaped bud, creates admiration wherever shown.

Unsurpassed for boutonnieres, corsages and bouquets.

Blooms are lovely orange tints inside, with a terra cotta hue outside. Petals veined.

Fragrance an alluring, sweet perfume.

Plants are compact, vigorous, attaining 3 feet in height, 2½ feet width; disease resisting; ever-blooming.

\* \* \* \* \*

## THE ROSES FOR THE GARDEN

*Roses are a gift of price  
 Sent to us from Paradise.  
 More divine our nature grows  
 In the Eden of the rose.  
 Roses why for silver sell?  
 O, rose merchant, fairly tell  
 What you buy instead of those  
 That is costlier than the rose.*

KISA'I OF MERV.

## CLIMBING ROSES

### Red Shades

		Flower Size	Retail Price
<b>BLAZE</b>		Medium	**
Brilliant scarlet; foliage large; leathery dark. Very vigorous climber; recurrent bloom.			
<b>CLG. CHARLOTTE ARMSTRONG.</b> Pat. 523	Lge.		\$2.50
This climbing form of Charlotte Armstrong is something to be desired in the rose world. All of you are acquainted with this popular rose, so well known that it is not needful to add a lot of words to the description.			
<b>CLG. CRIMSON GLORY.</b> Pat. 736	Lge.		\$2.50
Repeatedly voted the finest brilliant red rose in semi-America.	dble.		
<b>CLG. ETOILE DE HOLLANDE</b>	Dble		**
Among the finest standard rich red roses; repeats its bloom; especially successful in climbing form.	45 petals		
<b>CLG. FLORADORA.</b> Pat. 1054	50-55		\$2.00
Everyone knows the popularity of bush form of Floradora. The climber is a joy, with its rare color of cinnabar red. Yes, this is a fine addition to our climber list.			
<b>CLG. HEART'S DESIRE.</b> Pat. 663	Lge. dble.		\$1.75
All-America winner in 1941; among the best of the 30 petals recent reds.			
<b>PAUL'S SCARLET</b>	Semi-dble.		**
An unfailing, vivid scarlet rose, sensational in spring and frequently repeats; popular everywhere.			
<b>CLG. TEXAS CENTENNIAL.</b> Pat. 565	Lge.		\$2.25
Sport of Pres. Hoover; red with lighter center; exceptional cutting stems; universally popular.	semi-dble.		

\* \* \* \* \*

*A man without mirth is like a wagon without springs, in which one is caused disagreeably to jolt by every pebble over which it runs.*—Henry Ward Beecher

*To be seventy years young is sometimes far more cheerful and hopeful than to be forty years old.*—Oliver Wendell Holmes.

*Let us endeavor so to live that when we come to die even the undertaker will be sorry.*—Mark Twain.

## CLIMBING ROSES

### Pink Shades

		Size Flower	Price Retail
<b>CLG. CECILE BRUNNER</b>		Small	**
"The Sweetheart Rose," producing great masses of perfectly formed miniature pink blooms; best in climbing form.			
<b>CLG. PICTURE.</b> Pat. 524	Very	\$2.25	
Double rose-pink of excellent form and vigor. 6 to 8 feet. A glorious climber.			
<b>CLG. PINOCCHIO.</b> Pat. 1142	1½ in.	\$2.50	
This new climber needs little said of praise, as the sales speak for this popular Floribunda. Reports are that this climbing form is extremely vigorous and hardy, producing many blooms.			

## CLIMBING ROSES

### Yellow Shades

<b>CLG. GOLDEN SHOWERS</b> P.A.F.	4½ to 5 in.	\$3.00
A.A.R.S. WINNER 1957 (Lammerts) Germains are introducing this lovely pillar and climbing Rose. Sixteen years have passed since this Class of rose has won this coveted Award. Golden Showers is winter-hardy, continuous bloomer—sturdy Pillar 8 to 10 feet, laden with golden flowers. Can be shaped as a bush. The buds and flowers are exquisitely shaped, daffodil yellow, long pointed and fragrant, high centered, 25 to 30 petals. Yellow open blooms. The plant is well clothed with large dark green foliage. Resistant to rose diseases.		

<b>CLG. GOLDILOCKS.</b> Pat. 1090	3½ in.	\$2.50
Here is a description as given by the producers of this rose "A Sheet of Gold." I doubt if one could do better than those words. "Goldilocks" is one of the finest of all yellow Floribundas and the climbing form will be a thrill for every garden.		

<b>GOLD RUSH.</b>	Lge.	**
Molten-gold; out in 1940—a lively, ever-blooming climber, fast growing in popularity; Very fragrant.		

<b>HIGH NOON.</b> Pat. 704	Dble. 30-40 petals	\$2.50
A.A.R.S. Approved for all mild climates. "All the concentrated essence of brilliant sunshine is displayed by this climber." Really ever-blooming; particularly fine as a pillar or wherever an easily controlled climber is desired.		

## CLIMBING ROSES

### Yellow Shades

		Flower Size	Retail Price
<b>MERMAID</b>		Lge.	**
Can be used as a Climber, a pillar or a rambling single bush; it provides you with beautiful foliage the year round.			
<b>CLG. PEACE.</b> Pat. 932	Very lge.	\$2.25	
One of the most beautiful roses of our time. Glorious yellow rose with edges fringed with cerise.			
<b>CLG. SUTTERS GOLD</b> Pat. 1185	Lge.	\$2.50	
Very vigorous climber; clothed with many long double pointed buds; very fragrant.			
<b>CLG. YELLOW BANKSIA</b>	Very	**	
As Spring breaks forth—so do the Banksias in great masses of small button like flowers. They will reach to high places, if given the opportunity. 20 ft. or more; thornless; very old.			

## CLIMBING ROSES

### White

<b>CLG. KAISERIN AUGUSTE VIKTORIA</b>	Dble.	**
A fine old white climber. Standard in its class.		
<b>CLG. SNOWBIRD</b>	Dble.	**
One of the loveliest of the white roses; now available in the climbing variety.		

## CLIMBING ROSES

### Two-Tone Contrasting

<b>CLG. FORTY-NINER.</b> Pat. 1094	Lge.	\$2.50
This climber with its orient-red and chrome-yellow double coloring, will glorify every garden.		
<b>CLG. MME. HENRI GUILLOT.</b> Pat. 788	Very lge. semi-dble.	\$2.00
Deep coral-red, very handsome foliage.		
<b>CLG. MRS. SAM McGREDY.</b> Pat. 394	Lge.	\$1.75
Probably top rose in the scarlet-orange range, which we like best in the climbing form.		
<b>CLG. PRESIDENT HOOVER</b>	Lge.	**
An ever popular favorite in shades of blended semi-copper and pink.		
<b>CLG. TALISMAN</b>	Dble.	**
Too well known to need description; bi-color yellow and ruddy copper		

**TREE ROSES — 38" STANDARDS****Red Shades**

Carrousel Pat. 1066	Heart's Desire Pat. 501
Charlotte Armstrong Pat. 455	Mirandy Pat. 632
Chrysler Imperial Pat. 1167	Montezuma Pat. 1383
Crimson Glory	Pres. Eisenhower Pat. 1217
Etoile de Hollande	San Fernando Pat. 785
Frensham	Texas Centennial

**Pink and Shades of Pink**

Countess Vandal	Lady Luck P.A.F.
First Love Love Pat. 921	Queen Elizabeth Pat. 1259
Helen Traubel Pat. 1028	The Doctor
Picture	Tiffany Pat. 1304

**Yellow Shades**

Buccaneer Pat. 1119	Mrs. E. P. Thom
Circus Pat. 1382	Peace Pat. 591
Eclipse	Sun Valley Pat. 1135
Fred Howard Pat. 1006	Sutter's Gold Pat. 885
Lowell Thomas Pat. 595	

**White Shades**

Kaiserin A. Viktoria	Sleigh Bells Pat. 1004
McGredy's Ivory	

**Two-Tone Contrasting**

Forty-niner Pat. 792	President Hoover
Fred Edmunds Pat. 731	Saturnia Pat. 349
Love Song Pat. 1360	Talisman
Mme. Henri Guillot	

**Salmon and Orange Shades**

Jiminy Cricket Pat. 1346	Mojave Pat. 1176
--------------------------	------------------

**TREE ROSES — 24" PATIO STANDARDS**

Carol Amling Pat. 1126	Pink
Crimson Rosette. Pat. 901	Red
Fashion. Pat. 789	Pink
Floradora	Red
Garnette	Red
Goldilocks. Pat. 672	Yellow
Kathy Fiscus. Pat. 967	Pink
Pink Rosette. Pat. 902	Pink
Pinocchio. Pat. 484	Pink
Red Pinocchio. Pat. 812	Red
Vogue. Pat. 926	Shades of Pink

## TREE ROSES — 10" MINIATURE STANDARDS

These are miniature roses budded on sturdy 10 in. canes and require no staking to support 12 in. head. Each little tree is a perfect bouquet, from early Spring to late Fall. Excellent for use as borders for beds or walk-ways. Very appealing to the pot-plant buyers. The rose grows from eight to twelve inches above the cane, giving that clean appearance from the ground to the head. So easy to groom.

**BABY GOLD STAR.** Pat. 407. The glossy green foliage is a perfect setting for the exquisite yellow buds which are held firmly erect on stems long enough to make striking miniature arrangements or dainty corsages. The enchanting buds unfold slowly to reveal their names, "Baby Gold Stars."

**OAKINGTON RUBY.** The dense fern like foliage adds charm to the deep crimson buds that open to tiny, ruby red flowers. The tiny foliage and constant blooms make this a miniature rose tree out of "Fairyland."

**PIXIE.** Pat. 408. The world's tiniest double white rose. It shows pink shadings in cool weather. Very free bloom. Dainty foliage.

**RED IMP.** Pat. 1032. A lovely red addition to our miniatures; deep, rich crimson that is startling in its brightness. Unfading, solid color. Very double with 45 to 60 petals packed tightly right to the center. Opens very flat.

**SWEET FAIRY.** Pat. 748. Fragrant, dark pink buds; very double, 1 inch blooms of apple-blossom-pink. True rose fragrance, fine, long lasting flowers.

\* \* \* \* \*

*Oh! No man knows  
Through what wild centuries  
Roves back the rose.*

—De La Mare

*Never leave that till tomorrow which you can do today.—Franklin*

*I live on the sunny side of the street; shady folks live on the other. I have always preferred the sunshine and have tried to put other people there, if only for an hour or two at a time. —Marshall P. Wilder.*

*Nothing is easier than fault-finding; no talent, no self-denial, no brains, no character are required to set up in the grumbling business.*

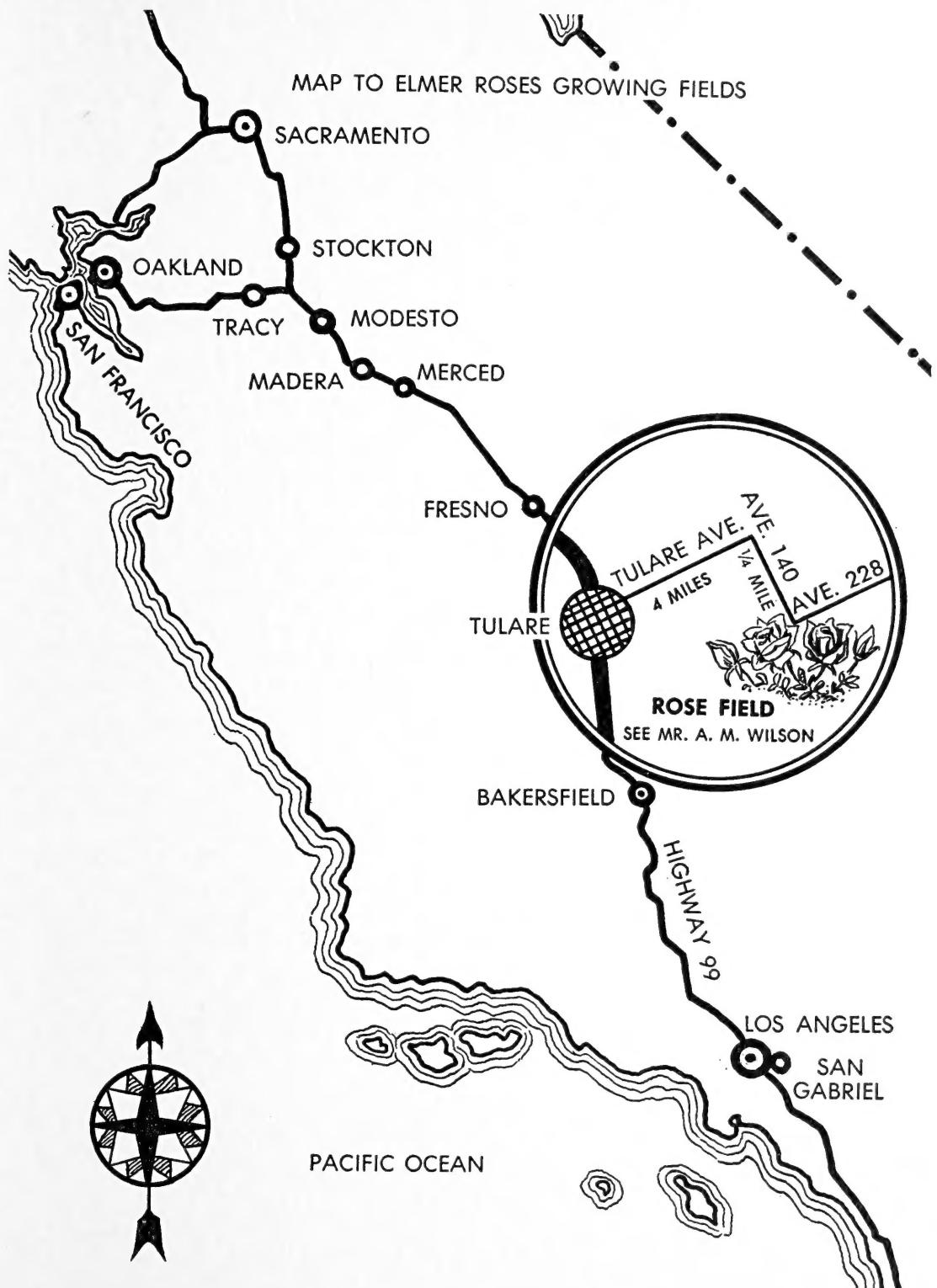
*Great spenders are bad lenders.—Franklin.*

*The man who has not anything to boast of but his illustrious ancestors is like a potato—the only good belonging to him is underground.*

—Sir Thomas Overbury



MAP TO ELMER ROSES GROWING FIELDS









## *Miniatures*